



Yihan YAN

Female

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SKILLS

Indesign Expert

Photoshop Advanced

AI Advanced

Sketchup Intermediate

Procreate Advanced

auto CAD Intermediate

Word Expert

Excel Advanced

PowerPoint Expert

DN Intermediate

Lightroom Intermediate

C4D Beginner

Printing knowledge and printed materials Advanced

Premiere Pro Beginner

PROFILE

I hope to be engaged in brand retail design, display design, design management, and other art positions.

I have 4 years of overseas study and 3 years of overseas work and internship experience. I served as the retail design manager of the French department of OPPO and participated in commercial and public welfare projects such as French couture brand Liulisi Paris couture, UNICEF, and Myphotoagency. I have accumulated relevant experience in design and management, and have certain organizational management and communication skills. I always like to try new things, and my curiosity about aesthetics and design means I'm always learning.

My participation in many team design projects and training in different design positions such as graphic design, space design, and display design, has helped me to gradually grow into a designer with an international perspective. I'm familiar with different ways of thinking about design and working methods in China and foreign countries. I know that I would be a great asset to your company, and we can create a new chapter together.

WORK EXPERIENCE

OPPO - French Department

Retail design manager - VM designer

2019-09 to Present



Within the Retail team, my missions are as follows:

- Responsible for the design of the French terminal retail image and promotion of brand image. Help develop the OPPO brand look and feel by executing briefs that clearly distill the direction of the brief while driving toward strong brand quality standards.
- Aid in directing the conception and production of creative retail output for store design and visual merchandising. (creation and development of permanent POS displays, management of POS stocks. French local POSM design + local extension.)
- Collaborate, create and problem-solve on a daily with the internal Creative team on all creative collateral and manage external creative partnerships

Scope of work: Guideline France, POSM, POS, VIS, Retail design, Popup store design.

LIULISI Paris

Show layout Designer/Creative Designer

2018-06 to 2018-08



Missions:

- In charge of the creation and layout of the 18/19 autumn and winter show hall. Participate in team discussions, site surveys, and space planning.
- 18/19 autumn and winter show card gift box design. Independent design from A to Z, (Including material selection and production, communication

HOBBIES

- Painting
- Photography
- Horse riding
- Travel (21 countries, to be continued :)
- Nail Artwork Design
- Exhibitions

PORTFOLIO



with suppliers, follow-up production progress, etc.)

- Responsible for the graphic design required for various activities of the brand.

(Including the charity dinner invitation card design jointly organized by the brand and Unicef, independent design company brand lookbook, brand VI design, web design, etc.)

Scope of work:

Show layout design, Graphic design, Packaging design, Brand VI design, and Event planning.

Myphotoagency

Graphic Designer

2018-04 to 2018-06



Missions:

- Control the design style of the company's website homepage and channel interface. Perform visual extension on the basis of maintaining the company's VI vision.
- Responsible for all graphic design of the French headquarters and branches in other countries.
- Optimize some image processing. For example, post-processing and optimization of some photographic photos.

Scope of work: Graphic design, Website design, Picture processing.

EDUCATIONAL BACKGROUND

ISMAC Business School 2018-09 to 2019-06

International Marketing Master



Courses

Marketing Method / Enterprise Innovation / Multicultural Management / Marketing Strategy / Application Communication Strategy

L'École de design Nantes Atlantique 2016-09 to 2018-06

City Design Lab Design Master



Courses

Design thinking / Graphic design / Space design / Product design / Packaging design / UI/UX design / Design project management and analysis / Advertising design and marketing plan design

吉林艺术学院 Jilin College of The Arts 2011-09 to 2015-06

Bachelor



Courses

Art / Art history / Design basis / hand-painted / Space design / Graphic design / Landscape design / environmental analysis / Design project analysis

AWARDS

3rd prize in Ôji sport santé challenge design competition-organized by French General Mutual of National Education (MGEN)

2018-01

Lack of exercise has become the status quo of contemporary people. Various unhealthy living conditions and work styles have caused some diseases due to lack of exercise. In this context, French MGEN invites designers to participate in this design competition and use innovation and fun. The design plan is to answer the question "How to encourage everyone to exercise to keep their body healthy?" The challenge brought together 557 participants from 25 countries, and 5 awards were set in the competition. Through background investigations, relevant data analysis, and on-site investigations in France, I deeply understood the overall pace of life in France and the needs of the public, and found relevant pain points to create my design project and finally won the third prize in the competition.



PROJECTS

Nantes North Residential District Block Reconstruction Design Project (in cooperation with the Government of Nantes, France)

2017-03 to 2017-06

This project is a team design project carried out during the school years in collaboration with the government of Nantes to transform the streets of a residential area in the north of Nantes. By 1 months of research and field research, in-depth understanding of the problems existing in the residential district types, residents living habits and residential area surrounding background, final design project in three phases to solve the problems of the residential area, put forward the relevant design and assessment of the project budget details, such as improving residents in residential experience, strengthen the connection between this residential area and the outside world.

Open Office space design and renovation (for SYD CONSEIL)

2017-04 to 2017-05

This project is designed by a team of five designers and aims at transforming the office space for SYD Conseil Company, in order to avoid the shortage of storage space in the existing office space. The layout is not reasonable; the Office noise; The human flow line needs to be improved; How to make shared space more flexible and practical and other pain points to find solutions. By preparing a lot of field research and communication with the enterprise each department employee and analysis of the status quo, fully understanding their needs, our group decided to eventually how free and flexible use office space as a focus on the direction of design innovation, we in the office space to implant the device in different functional partition and facilities, Arouses staff to carry out spontaneous activities, liberates the space for a variety of uses, and provides staff with fun and practical creative solutions.



LANGUAGES

- English: TOIEC 890, suitable for daily work communication, and copywriting.
- French: B2 level, with French learning and working experience, suitable for daily communication and copywriting.
- Chinese: mother tongue